## **IN THE CLAIMS**

Please amend the claims as follows:

- 1-76. (Canceled)
- 77. (NEW) A method of modulating HIF-1 activity in a cultured animal or human cell under hypoxic conditions comprising: contacting a cultured animal or human cell with an effective amount of a compound of the formula:

or a pharmaceutically acceptable salt, or a prodrug thereof, whereby the effective amount of the compound according to the formula:

$$H_3C$$
 $H_3C$ 
 $H_3C$ 
 $H_3C$ 
 $H_3C$ 

delivered reduces the amount of an HIF-1 $\alpha$  gene-specific product expressed by the cultured animal or human cell.

78. (New). The method according to claim 77, wherein the cultured animal or human cell receiving the compound according to formula:

$$H_3C$$
 $H_3C$ 
 $O$ 
 $CH_3$ 

is maintained under hypoxic conditions.